

Rep Order# 8852742 Ver# 5 Status Revised
EC'd Yes

Traffic Order# 37020

Printed: 09/25/2012 1:59 PM
Last Received: 09/25/2012 12:07 PM
Showing Buylines: All Lines

1 of 3

Station KLAS-TV LAS VEGAS
Advertiser () RESTORE OUR FUTURE
Product ISSUE
Estimate# 548
Buyer KAREN BENCKINI
Phone#
Fax#

Agency () MENTZER MEDIA SERVICES
600 FAIRMONT AVE, SUITE 306
TOWSON, MD 21286
Agency C/P1/P2/E //548
Flight Dates 08/21/2012 - 08/27/2012
Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () MIKE JONES
Salesperson Phone# 202-872-5880
Salesperson FAX# 202-872-0263

--- CONTRACT COMMENT ---

*****NONDISCRIMINATION***** PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

--- REMARKS ---

THIS IS A REVISION, DO NOT DOUBLE BOOK
NEW REVISED TOTAL - \$123,000
PLEASE CONFIRM
THANKS, MIKE!

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	1	TU-F	500P-630P	NEWS ROTATION	:30	\$2,000.00	08/21-08/24	6	1	6	\$12,000.00	
				Buyline Comment: AIR 2X ON TU & FRI AND 1X ON WED & THU								
	*2	TU-F	630P-700P	INSIDE EDITION	:30	\$2,000.00	08/21-08/24	3	1	3	\$6,000.00	
				Buyline Comment: AIR 1X PER DAY								
				Sales Remark: V5 .								
				V5 Comment Changed, Spots/week Changed								
	*3	TU-F	700P-800P	ET/INSIDER	:30	\$2,000.00	08/21-08/24	3	1	3	\$6,000.00	
				Buyline Comment: AIR 1X PER DAY								
				Sales Remark: V5 .								
				V5 Comment Changed, Spots/week Changed								
	4	TU-F	1100P-1135P	11P NEWS	:30	\$3,500.00	08/21-08/24	4	1	4	\$14,000.00	
				Buyline Comment: AIR 1X PER DAY								
	5	W	1000P-1100P	CSI	:30	\$15,000.00	08/22-08/22	1	1	1	\$15,000.00	
				Buyline Comment: AIR 1X PER DAY								

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LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	6	TH	1000P-1100P	PERSON OF INTEREST	:30	\$10,000.00	08/23-08/23	1	1	1	\$10,000.00	
				Buyline Comment: AIR 1X PER DAY								
	7	F	800P-1100P	NFL PRESEASON	:30	\$2,500.00	08/24-08/24	2	1	2	\$5,000.00	
				Buyline Comment: AIR 2X PER DAY								
	8	SA-SU	1100P-1135P	11P NEWS WKND	:30	\$2,000.00	08/25-08/26	2	1	2	\$4,000.00	
				Buyline Comment: AIR 1X PER DAY								
	9	SU	600A-630A	6A NEWS SUN	:30	\$500.00	08/26-08/26	1	1	1	\$500.00	
				Buyline Comment: AIR 1X PER DAY								
	10	SU	700P-800P	60 MIN	:30	\$20,000.00	08/26-08/26	1	1	1	\$20,000.00	
				Buyline Comment: AIR 1X PER DAY								
	11	SU	900P-1000P	GOOD WIFE	:30	\$7,500.00	08/26-08/26	2	1	2	\$15,000.00	
				Buyline Comment: AIR 2X PER DAY								
	12	SU	1000P-1100P	MENTALIST	:30	\$7,500.00	08/26-08/26	1	1	1	\$7,500.00	
				Buyline Comment: AIR 1X PER DAY								
	13	M	500P-530P	5P NEWS	:30	\$2,000.00	08/27-08/27	2	1	2	\$4,000.00	
				Buyline Comment: AIR 2X PER DAY								
	14	M	630P-700P	INSIDE EDITION	:30	\$2,000.00	08/27-08/27	1	1	1	\$2,000.00	
				Buyline Comment: AIR 1X PER DAY								
	15	M	700P-800P	ET/INSIDER	:30	\$2,000.00	08/27-08/27	1	1	1	\$2,000.00	
				Buyline Comment: AIR 1X PER DAY								

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—REPORT TOTALS—

Report Totals: 31 / \$123,000.00

—SALES MONTHLY TOTALS—

Aug 12: 27 / \$115,000.00 Sep 12: 4 / \$8,000.00

Sales Totals: 31 / \$123,000.00

Station Totals: 31 / \$123,000.00

Lines not sent/rcld/rtrn: 0 / \$0.00

—COMPETITIVE—

Market Totals	\$307,500	CABL	0%	KLAS	40%	KSNV	34%	KTNV	15%	KTUD	0%
		KVCW	0%	KVMY	0%	KVVU	11%	UNKN	0%		

Books null
Demos RA35+